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BETTER BLOOMING BULBS
HEBERLING'S GLADIOLUS

CORN BELT GROWN
Incorporated
J. H. HEBERLING Easton, Ill.,
(Return Postage Guaranteed if Not Delivered)

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GLADIOLUS

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HEBERLING'S GLADIOLUS

CORN BELT GROWN
INCORPORATED

Easton, Illinois, U. S. A.

FEBRUARY 1st, 1953

Big Spring Closing-Out Sale

FIRST COME FIRST SERVED

YOUR GROWER

This is our 27th season in growing Glads commercially. In earlier years we were awarded hundreds of ribbons at State and National Shows, many of them BLUE. We also have received many cups as awards in competition. We were awarded the CENTURY OF PROGRESS GOLD MEDAL at Chicago in 1933 for the BEST COMMERCIAL DISPLAY OF GLADIOLUS IN COMPETITION WITH THE WORLD. We are an old and established firm who believe in an honest deal and satisfied customers.

VARIETIES

We do not list all of the newest varieties, but we do list many of the best. All of the varieties we list are many times prize winners and are taking blue ribbons in competition again this season. Our list represents the growing and discarding of many, many varieties. THOSE WE OFFER ARE TRIED AND TRUE.

LOOKING INTO THE FUTURE

For the past five years the cost of growing bulbs has continually increased, due to higher labor costs and general increased cost of overhead. In spite of this condition the price of bulbs has generally been going down. The growers have received no price support or Federal aid, and are not asking for it. But as a consequence of the above conditions some growers are being forced out of business. This situation has reached the point where if growers are to remain in business prices must be stabilized.

The prices quoted herein (some feel they are still below cost of production) ARE AS LOW AS CAN BE MADE AND STILL SHOW A VERY MODEST PROFIT.

WHAT WE HAVE TO SELL

OUR 1952 CROP. Heavy, young, plump bulbs that will produce the tall spikes and long flower heads that win awards. No dry weather trouble. All ORGANICALLY FED UNDER SKINNER SYSTEM OF IRRIGATION. We offer only Quality Stock, Free of Disease and Insect Pests, True to Name.

PLANTING

Plant 4 to 6 inches deep, keep free of weeds, mostly sunshine all day, and when you water them put on plenty, about 1½ inches each week, and should it be very dry at blooming time give them water twice a week, thus insuring tall spikes and large flowers of the exhibition type.

SIZES

No. 1—1½ inches in diameter or more. No. 4—¾ inch to 1 inch.
No. 2—1¼ inches to 1½ inches. No. 5—½ inch to ¾ inch.
No. 3—1 inch to 1¼ inches. No. 6—less than ½ inch.

RETAIL SIZES

In retail list LARGE size bulbs are from 1¼ inches in diameter up and produce the largest and best spikes. MEDIUM size bulbs are from ¾ inch to one inch in size, and produce some excellent spikes. SMALL bulbs are about ½ inch in diameter and sometimes produce flowers, but produce a large bulb for next season, and generally produce more bulbets than a large bulb. The large bulbs are the ones to plant for EXHIBITION SPIKES.

Gratis Items in Every Order

NOTICE

SOME VARIETIES WILL SELL OUT EARLY. THEY ALWAYS DO. AFTER THEY ARE SOLD WE CANNOT SUPPLY AS WE DO NOT BUY TO FILL ORDERS.

SPECIAL OFFERS — MIXED VARIETIES

Each year we have had an increasing demand for bulbs of assorted styles and colors not labeled. These bulbs are for those who want a beautiful and attractive garden but do not care to spend time studying catalogs and varieties.

You will find these assorted Special Offers very satisfactory and producing delightfully beautiful flowers. These offers are filled from the varieties cataloged herein.

Prepaid Special Offer No. 50

100 Large Bulbs \$3.90

Carefully selected as to quality and variety of color.

100 LARGE BULBS, prepaid \$3.90

Prepaid Special Offer No. 100

100 Large Bulbs \$6.80

Carefully selected as to quality and variety of color. Includes some of the newer varieties and colors.

100 LARGE BULBS, prepaid \$6.80

Prepaid Special Offer No. 200

100 Large Bulbs \$8.80

Carefully selected as to quality and variety of color. Selected from our newest and best varieties.

100 LARGE BULBS, prepaid \$8.80

SPECIAL ● RETAIL PRICE LIST [PREPAID] ● SPECIAL

Select Bulbs to the Value of \$ 5.50 and remit \$ 4.90

Select Bulbs to the Value of \$10.00 and remit \$ 8.90

Variety	Per	Lge.	Med.	Sml.	Bulbets
APRICOT GLORY (N.Z.). Tall spike, long flower head. A very outstanding apricot.	1	\$.20	\$.15	\$.10	15 \$.25
	10	1.60	1.20	.80	100 1.00
AUREOLA (Pruitt). A clear, rich yellow, wonderfully ruffled. Excellent	2	.25	.15	.10	25 .25
	10	1.00	.70	.40	100 .80
BIRCH RED (Rich). Tall, rich, large red of merit.	2	.20	.20		20 .25
	10	.80	.80		
BLACK CHERRY (Rich). Dark red prize winner.	1	.75	.50	.35	10 .60
BLACK OPAL (Errey). Very dark red and very reliable.	2	.12	.10	.30	30 .25
	10	.50	.30	100 .50	
BLUE BEAUTY. Outstanding blue in this price class.	2	.80	.12	.10	30 .25
	10	.30	.50	.30	100 .50
BUCKEYE BRONZE (Wilson). Rich, sparkling mahogany bronze.	2	.20	.12	.10	30 .25
	10	.80	.50	.30	100 .50
BUSH FIRE (Pupich). Smoky old rose of great size.	1	.25	.15	.08	25 .25
	10	2.00	1.20	.65	
CAPEHEART. A grand salmon pink.	2	.20	.12	.10	50 .25
	10	.80	.50	.30	100 .50

Select Bulbs to the Value of \$16.50 and remit \$14.80

Select Bulbs to the Value of \$22.00 and remit \$19.90

Variety	Per	Lge.	Med.	Sml.	Bulbets
CHERRY RIPE (N.Z.). A blotched pink much admired.	2	.20	.12		30 .25
	10	.80	.50		100 .50
FOLKLORE (Butt). One of the most beautiful large rose pinks I have ever seen. Most outstanding.	1	.30			12 .25
	10	2.40			100 1.50
FRIENDSHIP (Fisher). A light pink of delicate shade and very pretty.	2	.25	.20		15 .25
	10	1.00	.80		100 1.25
DAISY MAE. Salmon or orange in color and a grand tall spike and large flower.	2	.20	.12		25 .25
	10	.80	.50		100 .50
ELIZABETH THE QUEEN. One of our best large ruffled lavenders.	2	.20	.12	.10	25 .25
	10	.80	.50	.30	100 .50
ETHEL CAVE COLE. A very large pink and very good.	2	.20	.12	.10	25 .25
	10	.80	.50	.30	100 .50
EVANGELINE (Palmer). One of the largest and finest of the light pink class.	1	.20	.15		20 .25
	10	1.60	1.20		100 1.00
FLORENCE NIGHTINGALE (Harris). One of the tallest and best of the white varieties.	2	.25	.15	.10	20 .25
	10	1.00	.70	.40	100 1.00

Variety	Per	Lge.	Med.	Sml.	Bulblets	Variety	Per	Lge.	Med.	Sml.	Bulblets
GAY LADY (Aus.). A beautiful tall lavender.	2 10	.35 1.40	.25 1.00		15 100	RED CHARM. A very popular red.	2 10	.20 .80	.12 .50		30 100
GOLDEN ARROW. An excellent pure light yellow.	2 10	.20 .80	.12 .50		30 100	RED CHERRY (Roberts). A flashing brilliant scarlet. Popular.	2 10	.35 1.40	.25 1.00		20 100
HAROLD K. (Knight). A large deep 1 scarlet. One of the very best.	1 10		.35 2.70		6 20	RED WING (Wright). One of the best new scarlets. Long flowerhead. Very outstanding.	1 10	.25 2.00	.15 1.20		6 100
JEANIE. Tall salmon pink. Nothing better in price class.	2 10	.20 .80	.12 .50	.10 .30	30 100	REVENGE (N.Z.). A bright and sparkling early red. Excellent.	1 10	.25 2.00	.15 1.20		20 100
KAWATIRI (N.Z.). Clear cream with 2 picotee edge of cream and buff. Very good.	2 10	.35 1.40	.25 1.00		20 20	ROBERT J. GIBSON (N.Z.). Large flowered orange scarlet of great richness and beauty.	2 10	.35 1.40	.25 1.00		18 100
KING DAVID (Carlson). An immense 1 deep purple, highly ruffled and very outstanding.	1 10		1.00 8.00	.80 6.40	2 100	ROSE CHARM (Fisher). An early rose of much charm in spike and color.	2 10	.25 1.00	.15 .70		25 100
KING WILLIAM. An excellent light 2 pink. Like Picardy but lighter.	2 10	.20 .80	.12 .50		30 100	SHERWOOD (Pruitt). A reddish purple of great size and much beauty. One of the best in color class.	2 10		.20 .80		18 100
LAVENDER & GOLD. A very beautiful 2 lavender with gold throat.	2 10	.20 .80	.12 .50		25 100	SIBONEY (Allen). A giant lavender of rich color. Many time prize winner.	2 10	.25 1.00	.20 .80		20 100
LAVENDER PRINCE. One of the dark- 2 er lavenders, making a beautiful spike.	2 10	.20 .80	.12 .50		30 100	SNOW PRINCESS. A great commercial white and best in price class.	2 10	.20 .80	.12 .50		30 100
LEADING LADY. A cream white of 2 outstanding merit.	2 10	.25 1.00	.15 .70		20 100	SPIC & SPAN (Carlson). Highly ruffled medium pink, long flower head, and very outstanding.	2 10	.25 1.00	.15 .70		30 100
M. OF ORLEANS. A good common 2	2 10	.20 .80	.12 .50		30 100	SPOTLIGHT (Palmer). Very large tall 2 yellow with red blotch. Very good.	2 10	.20 .80	.12 .50		30 100
MISS WISCONSIN (Kreuger). A most 2 beautiful bright rose, much admired.	2 10	.20 .80	.12 .50	.10 .30	30 100	SUNKIST (Errey). A glowing orange. 1 Very beautiful.	1 10	.25 2.00	.15 1.20		15 100
MIXED BULBS. Assorted colors.	10	.80	.50			SUNSPOT (Roberts). Light apricot 2 buff with rose throat blotch. Outstanding and a winner.	2 10	.30 1.20	.20 .70		20 100
MOTHER FISHER (Fisher). One of the 1 best of the new whites. Pure white, highly ruffled. Good.	1 10		.35 2.60	.25 2.00	8 100	TEXAS. An early white, very good commercial and exhibition variety.	2 10	.25 1.00	.15 .70		20 100
NOWETA ROSE (Fisher). Rich lavender rose, heavy substance, many open. 1 Very good.	1 10		.35 2.60	.25 2.00	8 100	TIVOLI (K. & M.). Giant spike of pure rose, white throat. Very outstanding.	2 10	.25 1.00	.15 .70		20 100
OCTOBER SUNSHINE (Quackenbush). 2 Orange and gold of outstanding beauty.	2 10	.25 1.00	.15 .70	.10 .40	25 100	TOPFLIGHT (LaSalle). Beautiful soft 1 rose with grand spike. A great show winner.	1 10	.35 2.80	.25 2.00		8 100
ORANGE GOLD (Marshall). The richest orange and gold.	2 10	.25 1.00	.15 .70		25 100	TRUE LOVE. An extremely beautiful, 2 very light pink. Not the largest pink but one of the most beautiful.	2 10	.20 .80	.12 .50		25 100
PATRICIAN (Scheer). A clear, large 2 lavender of merit.	2 10	.30 1.20	.20 .80		20 100	VALERIA. One of our greatest light 2 reds. Massive spike and flower head.	2 10	.20 .80	.12 .50		30 100
PARTHIENA (Hinchock). A rich 1 mauve lavender, large and massive. Sometimes crooks.	1 10	.20 1.60	.15 1.20		20 100	WHITE GODDESS (Roberts). An immense white, lavishly ruffled. Most excellent.	2 10	.25 1.00	.15 .80		25 100
PHANTOM BEAUTY. One of the best 2 light pinks for exhibition or commercial use. Most excellent.	2 10	.20 .80	.12 .50	.10 .30	25 100	WHITE GOLD. One of the largest 2 creams. Giant spike and flower.	2 10	.20 .80	.12 .50		30 100
PICARDY. One of the best pinks, but 2 not always healthy.	2 10	.20 .80	.12 .50		30 100	W. J. DAKES (Brown). Clear pink with 2 lighter throat. Very beautiful.	2 10	.35 1.40	.25 1.00	.15 .60	20 100
PINK RADIANCE. A very good medium 2 pink.	2 10	.20 .80	.12 .50		30 100	YELLOW HERALD. Early commercial 2 yellow.	2 10	.20 .80	.12 .50		30 100
PURPLE SUPREME. The best purple 2 in this price class.	2 10	.20 .80	.12 .50		30 100	YELLOW PARADISE. Tall yellow 2 spike, very attractive.	2 10	.20 .80	.12 .50		30 100
RAVEL (K. & M.). A good blue that 2 has won many prizes.	2 10	.25 1.00	.15 .70		25 100						

SPECIAL PREPAID PRICES ON LOTS OF 25

Same Size and Variety (In U.S.A. only)

These prices are based on 100 or more bulbs to each lot because shipping costs are cheaper that way. Should you wish to order only 25 or 50 bulbs add 10 cents to the price quoted below for each 25 bulbs ordered.

Select Bulbs to the Value of \$10.00 and remit \$8.90 Select Bulbs to the Value of \$20.00 and remit \$17.50

Variety	Per	No. 1	No. 2	No. 3	Variety	Per	No. 1	No. 2	No. 3	Variety	Per	No. 1	No. 2	No. 3
Apricot Glory	25	\$3.30	\$2.25	\$2.20	Leading Lady	25	1.80	1.50	1.20	Sherwood	25	2.80	2.25	1.70
Aureole	25	1.80	1.50	1.20	Marylyn	25	2.80	2.25	1.70	Siboney	25	2.30	2.00	1.70
Black Opal	25	1.55	1.25	.95	Miss Wisconsin	25	1.55	1.25	.95	Snow Princess	25	1.30	.95	.80
Blue Beauty	25	1.55	1.25	.95	October Sunshine	25	1.80	1.50	1.20	Spic & Span	25	1.80	1.50	1.20
Buckeye Bronze	25	1.55	1.25	.95	Orange Gold	25	1.80	1.50	1.20	Sunspot	25	2.30	2.00	1.70
Burma	25	1.80	1.25	1.20	Parthiena	25	3.30	2.75	2.20	Texas	25	1.80	1.50	1.20
Capeheart	25	1.30	1.00	.80	Patrician	25	2.30	2.00	1.70	True Love	25	1.55	1.25	.95
Elizabeth The Queen	25	1.55	1.25	.95	Phantom Beauty	25	1.55	1.25	.95	Valeria	25	1.30	1.00	.80
Evangeline	25	3.30	2.75	2.20	Picardy	25	1.55	1.25	.95	White Gold	25	1.30	.95	.80
Florence Nightingale	25	1.80	1.50	1.20	Purple Supreme	25	1.55	1.25	.95	W. J. Dakes	25	2.80	2.25	1.70
E. C. Cole	25	1.55	1.25	.95	Red Charm	25	1.80	1.50	1.20	Yellow Herald	25	1.30	.95	.80
Friendship	25	2.80	2.25	1.70	Red Cherry	25	1.55	1.25	.95	Yellow Paradise	25	1.30	.95	.80
Golden Arrow	25	1.55	1.25	.95	Robert J. Gibson	25	2.80	2.25	1.70	Mixed Bulbs	25	1.20	1.00	.80
Jeanie	25	1.30	1.00	.80	Rose Charm	25	1.80	1.50	1.20		100	4.50	4.00	3.00
Lavender & Gold	25	1.55	1.25	.95										

SPECIAL WHOLESALE PRICES

(Delivery costs NOT prepaid)

Twenty-five or more bulbs of the same size and variety may be purchased at the 100 rate.

DISCOUNTS. 2% Discount on orders of \$25.00 or more; 5% Discount on orders of \$50.00 or more, cash with order.

Bulblets									Bulblets								
Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Per	Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Per
APRICOT GLORY.....	100	\$10.00	\$ 8.00	\$ 6.40	\$ 5.00	\$ 4.00	\$ 3.20	Pt. \$6.00	ORANGE GOLD	100	5.00	4.00	3.00				Pt. 3.00
AUGUST.....	100	5.00	4.00	3.00	2.40			Pt. 3.00	PARTHIENA	100	10.00	8.00	6.40				Pt. 6.00
BIRCH RED	100			6.00	4.00				PATRICIAN	100	7.00	5.60	4.40				Pt. 4.00
BLUE BEAUTY	100	4.60	3.40	2.80	2.20			Pt. 2.00	PICARDY	100	4.00	3.00	2.40				Pt. 2.00
BLACK OPAL	100			3.00	2.40			Pt. 2.00	PURPLE SUPREME	100	5.00	4.00	3.00				Pt. 2.00
BUCKEYE BRONZE	100	4.40	3.40	2.80	2.20			Pt. 2.00	RAVEL	100	5.00	4.00	3.00				Pt. 3.00
BURMA	100	5.00	4.00	3.00					RED CHARM	100	4.40	3.40	2.80	2.20			Pt. 2.00
BUSHFIRE	100	10.00	8.00	6.00	5.00	4.00		Pt. 9.00	RED CHERRY	100	8.00	6.00	5.00	4.00			Pt. 4.00
CAPEHEART	100	3.60	3.00	2.60	2.00			Pt. 1.50	RED WING	100	12.00	10.00	8.00	6.00			Pt. 6.00
ELIZABETH THE QUEEN	100	4.00	3.00	2.40	2.00			Pt. 2.00	ROBERT J. GIBSON	100	8.00	6.00	5.00	4.00	3.00		Pt. 4.00
ETHEL CAVE COLE	100	4.00	3.00	2.40	2.00			Pt. 1.50	ROSE CHARM	100	5.00	4.00	3.00				Pt. 3.00
EVANGELINE	100	10.00	8.00	6.40				Pt. 6.00	SIBONEY	100	6.00	5.00	4.00				Pt. 3.50
FOLKLORE	100	16.00	14.00	12.00	10.00			Pt. 10.00	SNOW PRINCESS	100	3.40	2.80	3.20	2.60	2.00		Pt. 1.50
FLORENCE NIGHTINGALE ..	100	5.00	4.00	3.20	2.60			Pt. 2.00	SPIC & SPAN	100		5.00	4.00	3.00	2.00		Pt. 3.00
FRIENDSHIP	100	6.00	5.00	4.00				Pt. 4.00	SUNSPOT	100	7.00	6.00	5.00	4.00			Pt. 3.50
GAY LADY	100	8.00	6.00	4.60	3.40			Pt. 5.00	TEXAS	100	5.00	4.00	3.00				Pt. 3.00
GOLDEN ARROW	100	4.00	3.00	2.40	2.00			Pt. 2.00	TOP FLIGHT	100	20.00	18.00	14.00	12.00			Pt. 12.00
HILLCREST	100	10.00	8.00	6.00	5.00			Pt. 10.00	TRUE LOVE	100	5.00	4.00	3.00	2.40	2.00		Pt. 3.00
JEANIE	100	3.60	3.00	2.40	2.00			Pt. 1.60	VALERIA	100	4.00	3.20	2.40	2.00			Pt. 2.00
LAVENDER & GOLD	100	4.60	4.00	3.40	2.80	2.20		Pt. 2.50	WHITE GODDESS	100	6.00	5.00	4.00				Pt. 3.00
LEADING LADY	100	5.00	4.00	3.00	2.40			Pt. 3.00	WHITE GOLD	100	4.00	3.00	2.40	2.00			Pt. 1.50
MAID OF ORLEANS	100	3.40	2.80	2.20	1.80			Pt. 1.50	W. J. DAKES	100	8.00	6.00	5.00	4.00	3.00		Pt. 4.00
MARYLYN	100	8.00	6.40	5.00	4.00			Pt. 5.00	YELLOW HERALD	100	4.00	3.00	2.40	2.00	1.60		Pt. 2.00
MISS WISCONSIN	100	4.40	3.60	3.00	2.40			Pt. 2.50	YELLOW PARADISE	100	4.00	3.00	2.40	1.80	1.40		Pt. 2.00
OCTOBER SUNSHINE	100	5.00	4.00	3.00	2.40			Pt. 3.00	MIXED BULBS—Good assort-	100	3.60	3.00	2.40	2.00			
ORANGEADE	100	10.00	8.00	6.00	5.00			Pt. 6.00	ment of colors.								

Many thanks for your good orders of this season and past seasons. Come again.

Cordially yours, J. H. HEBERLING, Easton, Illinois